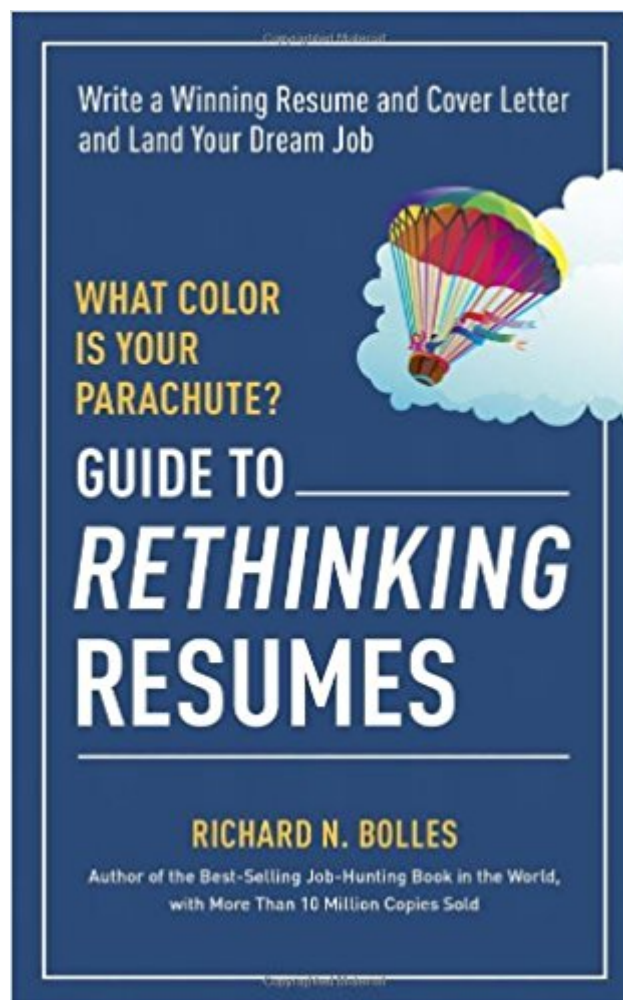




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# What Color Is Your Parachute? Guide To Rethinking Resumes: Write A Winning Resume And Cover Letter And Land Your Dream Interview



## Synopsis

The first resume book from the *What Color Is Your Parachute?* career guru Richard Bolles. Resumes get an average of eight seconds of attention before going in the trash—or getting on the shortlist. That's just one of the findings reported here, as legendary career expert Richard N. Bolles presents new research about resumes in a guide that summarizes everything job-hunters and career-changers need to know about this essential tool. This timely resource features the latest research on important resume topics such as key words, soft skills, scanning software, social media, and online posting. Bolles argues that on the basis of what we now know, we need to rethink what a resume is and how it should be written. He details the words that must be avoided, and the words that must be used, on a resume that wins you interviews. This slim volume distills a huge amount of information down to its very essence. Armed with tips and shortcuts based on the author's decades of experience, you can craft a resume and cover letter that will stand out to your dream employers and increase your chances of getting interviews and landing jobs.

## Book Information

Series: What Color Is Your Parachute Guide to Rethinking..

Paperback: 112 pages

Publisher: Ten Speed Press; 1 edition (May 6, 2014)

Language: English

ISBN-10: 1607746573

ISBN-13: 978-1607746577

Product Dimensions: 5 x 0.4 x 8 inches

Shipping Weight: 4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 32 customer reviews

Best Sellers Rank: #223,396 in Books (See Top 100 in Books) #74 in Books > Business & Money > Job Hunting & Careers > Resumes #122 in Books > Business & Money > Job Hunting & Careers > Interviewing #185 in Books > Reference > Encyclopedias & Subject Guides > Business

## Customer Reviews

RICHARD N. BOLLES is considered to be the father of the modern career development field and is the author of the best-selling job-hunting book of all time, *What Color Is Your Parachute?*, which has sold more than 10 million copies in twenty languages. He has keynoted hundreds

of conferences and has been featured in the New York Times, Fortune, Fast Company, the Economist, Bloomberg Businessweek, and the Wall Street Journal. He lives in the San Francisco Bay Area with his wife, Marci.

Rethinking What a Resume Is Yeah, I think I know what you want. You want me to get right to it. Tell you how to write a winning resume, give you an outline or template, tell you how to fill it in, tell you where to post it. And that's that. Well, much as I would love to do that, I just can't. Resumes need a lot more thought these days. Since the Great Recession of 2008, resumes aren't working too well. I'm guessing you knew that. Everyone assumes this is because there are no jobs these days. Well, there are jobs. I'm looking at the government's little-known report, sitting here on my desk right now. It's called JOLTS for short, but its full name is Job Openings and Labor Turnover Survey. You can look it up on the Internet. It's issued monthly. This one is for January 2014. It reports that during that month, 4,500,000 people in the United States found jobs, and there were still 4,000,000 vacancies unfilled at the end of that month. That's a total of 8,500,000 vacancies filled or waiting to be filled. That month! That's pretty typical in the United States. Every month. Now admittedly, that's not enough jobs or enough vacancies to fix our distressing unemployment problem. Still, somebody's getting those eight million jobs. Each month. Why shouldn't you be among them? Well, one reason's a big reason may be your resume. It almost certainly needs fixin'. Yesterday's resumes just aren't up to the task today. Yesterday's resumes are like a dull knife trying to cut food. Need sharpening. Badly. These days, you can't just fill out a resume, post it, and expect it to go anywhere. Resumes now take more time than they used to. They take more thought than they used to. In this economic climate, you have to work harder to make yours effective, in finding those jobs that are out there. But you can do it. Yes, you can. That's what this little book is about. Let's start simple, with some thinking. Or, rethinking. Let's Start Simple Okay, here's the story: You want to find work. To find it, you've got to secure an interview with some employer or employers who actually have the power to hire you. And employers are busy people. They're not necessarily anxious to spend all day doing interviews. So, since you know that, you send someone on ahead of you, to plead your case for you. And that's someone is not actually a person but a piece of paper. Yes, you send a piece of paper on ahead of you, to make the case as to why you should be invited in for an interview. And

that piece of paper has a name. It is called a resume. Or resumÃ©. Or rÃ©sumÃ©. Or its near cousin, CV (curriculum vitae, meaning "the course of my life"). Now, the most interesting thing about this piece of paper (digital or real) is that while it looks like just a bunch of words, it really is a painting. And that's because employers have the same thing you do: imagination. Yes, your resume looks like just words. A lot of words. But when they're reading your resume, the words are lifting off the page and painting a picture of you in the imagination of the employer who reads it. Employers wouldn't call it a painting; they would call it an "impression" of you. Same thing. They are looking at this piece of paper, covered with words, but they are thinking in terms of pictures. They are visualizing you. Now, here's the question. Do the words they read make them visualize you as a competent worker, or not? Do the words they read make them visualize you as energetic, or not? As joyful, or not? As a team player, or not? As honest, or not? And let's throw in: Do they visualize you as tall, short, or average height? Young, middle-aged, or old? Yes, those things aren't covered in your resume, but employers can't turn their imaginations off, just because they've finished looking at this piece of paper you sent on ahead of you. Rightly or wrongly, they see, they imagine, beyond your words. That's just human nature. But to my main point: It's not just words that determine whether or not they decide to call you in for an interview. It's the picture of you that these words paint in an employer's imagination that determines whether they invite you in, or not. So, when you set out to compose your resume, you would do well to think of yourself overall as a painter, not a writer. Your paintbrushes are your words. What is the picture of you that they paint? That is the question you should ask yourself, when you or someone you hire are debating what words to set down in your resume.

**Eight Seconds** Let's say you see a job posting. Some employer is looking for someone to fill a vacancy or a job newly created. You send in your resume. And you want to know how long an employer will likely spend looking at this resume/painting of you that you are sending on ahead, to plead your case for you. The answer will vary, of course. There's a difference, for example, between how long the owner of a restaurant will spend looking at the resume you drop off, when you are applying to become the manager there, versus how long a multibillion-dollar corporation will spend looking at your resume when 250 came in that day. With a small employer you might get as much as two minutes. With larger employers, we know (because people have measured it) that generally your resume will get between four and fifteen seconds of attention. The average is eight. Eight seconds! Yikes! An employer is going to be reading down your resume fast. In fact, they may not get all the way to the

bottom in those eight seconds. So, what they read first, what they see in the top half or even top third of your resume, is going to be determinative. What can you do about that? What can you do about this painting that the employers may be taking only a fast look at? Well, real painters of course paint in various ways. But, as we can tell from the sketchbooks of famous painters like Rembrandt (right\*), they usually begin by laying down in broad strokes the outline of the whole portrait or picture. Then later they fill in. Details, shading, and such. If your resume is only going to get eight seconds of attention, then it must do something like that. In the top third of your resume you must lay down in broad strokes an outline of who you are, using the words you write. Enough to make the employer hungry to see what else you have to say for yourself, as during the remaining two-thirds you shade and fill in. So to speak.

If you haven't written a resume, or updated yours for awhile, this little book offers the latest research on resumes. Some of the helpful information included in this book: \* what words or phrases are passe and you should NOT use in your resume: team-player, driven, exceeded expectations, references furnished upon request, quick learner, self-starter etc. \* what employers WANT to read in a resume \* you actually have two resumes - the one you write and the culmination of your online presence and how to clean that one up if needed \* how to find and use key words for a targeted resume \* where to send or post your resume \* what to do about scannable resumes \* in-house referrals - a new site \* niche jobs sites \* a sample of a resume Mr. Bolles likes \* perspective on cover letters Found this slim and easy-to-read book full of invaluable information on resumes. I think it would be helpful for most job-seekers and those in the career development field. I bought a copy for my brother who asked about resumes.

Very helpful especially for people that have been away from the job market for a while. The strategies are up to date and really good.

Bollos does an excellent job presenting basic understandings of how best resumes function, tips to create such and links to other sources that he recommends. I found it helpful as I began my resume writing process.

Good book for either writing your resume the first time or rewriting it for the second time. good investment of my time and money

Another great read from the master of job seeking. I recommend it to all who want to spend less time writing resumes that work.

This book was a quick read, but packed with useful tips and links. I reviewed thousands of resumes and (fewer) cover letters in the past as an internship coordinator and hired over 500 students but I still benefitted from this book. If it's been several years since you've updated your resume, don't assume it just needs a few updates. Take a fresh look through the eyes of a potential employer and start from scratch!

This book is not as helpful as *What Color is my Parachute* which is one of the best. It basically has one big point about how the job search process is changing due to the internet.

The book has a lot of good, practical tips.

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The Resume Writing Guide: A Step-by-Step Workbook for Writing a Winning Resume Interview: The Ultimate Guide to Crushing Every Interview Question to Land Your Dream Job Knock 'em Dead  
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